

Amendments to the Claims:

Please cancel claims 26 and 56, without prejudice.

Please amend the claims as follows:

1 - 9 (Cancelled)

10. (Currently Amended) A method of facilitating ordering an item using a distributed computing system including at least one client and at least one server, the method including:

receiving data, at the client, the data including information to at least one of show and describe the item via the client and an item identifier to enable the client to identify the item as currently being offered for sale;

at least one of showing and describing [an] the item to a user via the client

enabling the user to place an order for the item by a single action with respect to the client while the item is being offered for sale, the single action being in connection with the order; and

in response to the single action with respect to the client, causing [an] the order for the item to be placed,

wherein the enabling of the user to place the order for the item by the single action includes using (1) previously stored, user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) [previously received information related to] the item identifier to enable the client to identify the item as currently being offered for sale at the time of the single action.

11. (Previously Presented) The method of claim 10, wherein the single action is one of a group including:

selecting of a single button; and
pressing of a single button on a TV remote control.

12. (Canceled)

13. (Previously Presented) The method of claim 10, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

14. (Previously Presented) The method of claim 10, wherein the user related, personal information is stored in memory in the client.

15. (Previously Presented) The method of claim 10, wherein the distributed computing system is an interactive television system and wherein the at least one of showing and describing of the item is, at least in part, by a television signal.

16. (Previously Presented) The method of claim 10, wherein the client includes an auxiliary data processor and a client computer.

17. (Currently Amended) The method of claim [12] 10, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

18. (Previously Presented) The method of claim 17, wherein the set top box is in communication with a local computer and associated storage and wherein the method further includes:

the client retrieving information from one or more of the local computer and the associated storage.

19. (Previously Presented) The method of claim 18, wherein the method further includes: controlling the client by means of the local computer.
20. (Previously Presented) The method of claim 18, wherein the local computer is part of a local area network.
21. (Previously Presented) The method of claim 10, wherein the system further includes a central processing facility in communication with the server and wherein the method includes:
sending information used in processing the order from the client to the central processing facility.
22. (Previously Presented) The method of claim 10, further including:
sending an order confirmation to the user to confirm the order.
23. (Previously Presented) The method of claim 21, further including:
communicating information between the client and the server via the central processing facility.
24. (Previously Presented) The method of claim 23, wherein a telephone system acts as the central processing facility.
25. (Currently Amended) The method of claim 10 including receiving at the client data including
 - [(a) information to at least one of show and describe the item via the client; and]
 - [(b)] information to enable the user to order the item by the single action with respect to the client.
26. (Canceled)

27. (Currently Amended) The method of claim [26] 10 wherein the item identifier includes at least one of a group of identifiers including a code and a command.

28. (Currently Amended) A method of facilitating ordering an item, the method including:

providing a client with information to at least one of show and describe an item to a user, and with an item identifier to identify the item as currently being offered for sale; and

enabling the user to place an order for the item by a single action with respect to the client, the single action being in connection with the order,

wherein the enabling of the user to place the order for the item by the single action includes using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed, and (2) [previously provided item information related to] the item identifier information to identify the item [that is] as currently being offered for sale at the time of the single action.

30. (Canceled)

29. (Currently Amended) The method of claim 28, wherein the single action includes [a] at least one of a group including:

selecting of a single button; and

pressing of a single button on a TV remote control.

31. (Previously Presented) The method of claim 28, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

32. (Previously Presented) The method of claim 28, including retrieving the user related, personal information from a memory associated with the client.
33. (Previously Presented) The method of claim 28, including providing the information to at least one of show and describe the item in the form of a television signal.
34. (Previously Presented) The method of claim 28 including communicating with a central processing facility and wherein the client sends the order to the central processing facility for receipt via a transceiver.
35. (Previously Presented) The method of claim 34 wherein a telephone system acts as the central processing facility.
36. (Previously Presented) The method of claim 28 including providing an order confirmation to the client to confirm the order.
37. (Previously Presented) The method of claim 28 including multiplexing the provision of the information to at least one of show and describe the item and code to the client to thereby generate data for transmission to the client.
38. (Currently Amended) A computer system to order an item, the system including:
a data receiver to receive data including information to at least one of show and describe the item, and an item identifier to identify the item as currently being offered for sale;
a data processing system to at least one of show and describe an item to a user, and
a client to enable the user to place an order for the item by a single action with respect to the client while the item is being offered for sale and, in response to the single action, to cause [an] the order for the item to be placed,

wherein the client is to enable the user to place the order for the item by the single action using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) [previously received information related to] the item identifier identifying the item [that is] as currently being offered for sale at the time of the single action.

39. (Previously Presented) The system of claim 38, wherein the single action includes at least one of a group including:

selecting of a single button; and
pressing of a single button on a TV remote control.

40. (Canceled)

41. (Previously Presented) The system of claim 38, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

42. (Previously Presented) The system of claim 38, wherein the user related, personal information is stored in memory of the client.

43. (Previously Presented) The system of claim 38, wherein the computer system is an interactive television system and wherein the at least one of showing and describing of the item by the data processing system is, at least in part, performed utilizing a television signal.

44. (Canceled)

45. (Previously Presented) The system of claim 38, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

46. (Previously Presented) The system of claim 45, wherein the set top box is in communication with a local computer and associated storage and wherein the client is to retrieve information from one or more of the local computer and the associated storage.

47. (Previously Presented) The system of claim 46, wherein the local computer controls the client.

48. (Previously Presented) The system of claim 46, wherein the local computer is part of a local area network.

49. (Previously Presented) The system of claim 38, including a central processing facility in communication with a server and wherein the client sends information used in processing to the central processing facility.

50. (Previously Presented) The system of claim 49 wherein the server is to send an order confirmation to the user to confirm the order.

51. (Previously Presented) The system of claim 49, wherein the central processing facility is to communicate information between the client and the server.

52. (Previously Presented) The system of claim 51 wherein a telephone system acts as the central processing facility.

53. (Currently Amended) The system of claim 38 [including a] wherein the data receiver is to receive the data including:

[information to at least one of show and describe the item via the client; and]

information to enable the user to order the item by the single action with respect to the client.

54. (Previously Presented) The system of claim 53 wherein the data receiver includes an auxiliary data extractor to extract the information to at least one of show and describe from the data and a packet data extractor to extract the information to enable from the data.

55. (Previously Presented) The system of claim 54 wherein the auxiliary data extractor provides the information to at least one of show and describe to the data processing system and the packet data extractor provides the information to enable to the client.

56. (Canceled)

57. (Currently Amended) The system of claim [56] 38 wherein the item identifier includes at least one a group of identifiers including a code and a command.

58. (Currently Amended) A computer system to facilitate ordering an item, the system including:

a data source to provide a client with first information to at least one of show and describe an item to a user, and third information to identify the item as currently being offered for sale; and

an information source to provide the client with second information to enable the user to place an order for the item by a single action with respect to the client,

wherein the client is to enable the user to place the order for the item, while being offered for sale, by the single action using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) [previously received information related to] the third information identifying the item [that is] as currently being offered for sale at the time of the single action.

59. (Previously Presented) The system of claim 58, wherein the single action includes at least one of a group including:

a selecting of a single button; and
a pressing of a single button on a TV remote control.

60. (Canceled)

61. (Previously Presented) The system of claim 58, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

62. (Previously Presented) The system of claim 58, wherein the second information includes code executable by the client to retrieve the user related, personal information from a memory associated with the client.

63. (Previously Presented) The system of claim 58, wherein the data source is to provide the information in the form of a television signal.

64. (Previously Presented) The system of claim 58 including a data transceiver to communicate with a central processing facility and wherein the client sends the order to the central processing facility for receipt via the data transceiver.

65. (Previously Presented) The system of claim 64 wherein a telephone system acts as the central processing facility.

66. (Previously Presented) The system of claim 58 wherein the data source is to provide an order confirmation to the client to confirm the order.

67. (Previously Presented) The system of claim 58 including a multiplexer to multiplex the provision of the first information to at least one of show and describe and

the second information to enable to the client to thereby generate data for transmission to the client.

68 – 245 (Canceled)

246. (Previously Presented) The method of claim 25 wherein the information to enable includes code executable by the client to enable the user to order the item by the single action with the client.

247. (Previously Presented) The method of claim 25 wherein the information to enable includes data to be processed by code executable by the client to enable the user to order the item by the single action with the client.

248. (Previously Presented) The method of claim 28 wherein the enabling includes providing code to enable the user to order the item.

249. (Previously Presented) The method of claim 28 wherein the enabling includes providing data to be processed by code to enable the user to order the item.

250. (Previously Presented) The system of claim 53 wherein the information to enable includes code to enable the user to order the item.

251. (Previously Presented) The system of claim 53 wherein the information to enable includes data to be processed by code to enable the user to order the item.

252. (Previously Presented) The system of claim 58 wherein the second information to enable includes code to be executed by the client to enable the user to order the item.

253. (Previously Presented) The system of claim 58 wherein the information to enable includes data to be processed by code to enable the user to order the item.

254 – 259 (Canceled)

260. (Currently Amended) A machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitate ordering an item within a distributed computing system including at least one client and at least one server by:

receiving data, at the client, the data including information to at least one of show and describe the item via the client and an item identifier to enable the client to identify the item as currently being offered for sale;

at least one of showing and describing [an] the item to a user via the client; enabling the user to place an order for the item by a single action with respect to the client while the item is being offered for sale, the single action being in connection with the order,

in response to the single action with respect to the client, causing [an] the order for the item to be placed,

wherein the enabling of the user to order the item by the single action includes using (1) previously stored, user related, personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) [previously received information related to] the item identifier to enable the client to identify the item [that is] as currently being offered for sale at the time of the single action.

261. (Previously Presented) The machine-readable medium of claim 260, wherein the medium includes a data stream.

262. (Previously Presented) The machine-readable medium of claim 260, wherein the medium includes a mass storage device.

263. (Currently Amended) A machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitate ordering an item by:

providing a client with information to at least one of show and describe an item to a user, and with an item identifier to identify the item as currently being offered for sale; and

enabling the user to place an order for the item by a single action with respect to the client, the single action being in connection with the order,

wherein the enabling of the user to place the order for the item by the single action includes using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed, and (2) [previously provided item information related to] the item identifier information to identify the item that is as currently being offered for sale at the time of the single action.

264 – 357 (Canceled)